

Transcape Prospect Data Pool – Australasia’s largest and most responsive transactional database

Transcape is Australasia's largest most responsive transactional database holding the purchasing history of over 1.6 million households.

Built using the combined transactional information from ten of Australasia's most successful direct response organisations, **Transcape** is unparalleled for its depth and quality of selection and segmentation.

The current file has targeting details for approximately:

- **Australia: 1.3 million households**
- **New Zealand: 300K households**
- **Approx. 1 million phone numbers* (*Do Not Call Register (DNCR) exempt)**

Knowing your target audience well, you can take advantage of over 100 transactional, demographic, and geo-demographic variables we offer to segment by.

And if you would like a little more insight into, who your customers really are and how they behave we offer free regression profiling to highlight the most responsive records available within the **Transcape** file.

FILE UPDATES

Hotline (file is refreshed every 3-months)

Transcape is continually updated and every record within the file is guaranteed to be refreshed within any 3-month period.

“The best time to promote and sell something to a customer or prospect is in direct response to a communicated requirement or straight on the back of their last purchase.”

Savvy marketers have been relying on **Transcape** to deliver industry leading response rates for the last 6 years, and with these results the vast majority of our clients are continual users.

All **Transcape** name and address records are appropriately permissioned; PAF validated and screened against the ADMA and the NZMA Mailing Preference Service files.

For more information, pricing, please call the Business Development Team on +61 2 9340 7019 or email: info@conexum.com.au

TARGETING SELECTIONS:

This highly responsive database can be segmented by the following criteria:

CORE DEMOGRAPHICS

Gender

Age Bands (DOB & Modelled)

18 – 24 years
25 – 34 years
35 – 44 years
45 – 54 years
55 – 64 years
65+ years

GEOGRAPHY

State, Postcode

Metro/ Rural

TRANSACTIONAL VARIABLES

Recency (Months)

0 – 6
7 – 12
13 – 18
19 – 24

Frequency (Lifetime)

1
2
3
4+

Lifetime Monetary Spend (AUD)

<\$25
\$25 - \$50
\$50 - \$100
\$100 - <\$250
\$250+

Market Spend Segments

Consistent
Growth
New To File

Buyer Type

Single Buyer
Multi Buyer

Media Channel

Direct Marketing
Press
TV
Unknown

Payment Method

Credit Card
Cheque
Cash
Other

GEOSMART SEGMENTS

1. Prestige
2. High Status Urban
3. Desirable Suburban
4. Affluent Family
5. High Density Urban
6. Urban Bohemian
7. Affluent Multicultural
8. High Status Suburban
9. Costal Empty Nest & Retirement
10. Desirable Urban
11. High Status Family
12. Mature Affluent Suburban
13. Aspiring Family
14. Mid Status Family Starter
15. Affluent Seachange
16. Established Multicultural Suburban
17. Urban Lifestyle
18. Mid Status Suburban
19. Provincial Fringe
20. Metro Fringe
21. Mid Status Urban
22. Mixed Multicultural Suburban
23. Mining
24. Mid Status Young Family
25. Mature Mid Status
26. Multicultural Urban Lifestyle
27. University Enclaves
28. Holiday Lifestyle
29. Multicultural Mixed Urban
30. Establishing Multicultural Family
31. Elderly Enclaves
32. Establishing Provincial Family
33. New Age Lifestyle
34. Mature Provincial Suburban
35. Mixed Suburban
36. Inland Rural Fringe
37. Established Multicultural Family
38. Provincial Mixed Urban
39. Low Status Rural Fringe
40. Family Achiever
41. Old European Blue Collar
42. Established Blue Collar Suburban
43. Blue Collar Family
44. Provincial Blue Collar Suburban
45. Middle Eastern Multicultural
46. Poor Mixed Urban
47. Low Status Mixed Multicultural
48. Small Town Blue Collar Suburban
49. Established Asian
50. Mobile Holiday Accommodation
51. Elderly Provincial Urban
52. Provincial Battler
53. High Density Welfare
54. Suburban Welfare
55. Indigenous & Remote
56. Unclassified

GEOSMART GROUPS

1. High Status Stronger Family
2. High Status Weaker Family
3. Mid Status Stronger Family
4. Mid Status Weaker Family
5. Low Status Stronger Family
6. Low Status Weaker Family
7. Disadvantage
8. Unclassified

GEOPROPHET SEGMENTS (applies only to AU)

Each variable segment contains a decile score value from 1 (Low) to 10 (High)

1. Home Improvements
2. Donations to Charity
3. Mobile Phones
4. Pay TV Fees
5. Gardening Products
6. Holidays Overseas
7. Private/ Independent Schools
8. Wine
9. Hospital, Medical & Dental Insurance
10. Life Insurance Payments
11. Total Income
12. Disposable Income
13. Total Expenditure
14. Net Wealth of HH
15. Value of Financial Institution Accounts
16. Investment Loans Outstanding Balance
17. Other Loans Outstanding Balance
18. Vehicle Purchases Outstanding Loan Balance
19. Credit Card Outstanding Balance
20. Value of Dwelling
21. Number of Credit Cards in Household
22. Debt Service Ratio